

The use of the IFOAM seal on packaged product

The IFOAM seal

1. The IFOAM seal shall appear with the logo of the Certification Body.
2. The IFOAM seal is a wording with the IFOAM logo and the word 'accredited'.
3. The IFOAM logo is supplied with the Seal Licensing Agreement in digital form.
4. The IFOAM logo may only be used without the globe if the letter 'o' is smaller than 3 mm, or when the designer or printer deem that the globe in the o becomes blurred.
5. The word accredited should be in letter type Arial, in capital letters and extra bold typeface, like: **ACCREDITED**.
6. The word 'accredited' should appear under the IFOAM logo and is of exactly the same width as the IFOAM logo.
7. To maintain clarity, the IFOAM Seal should not be cluttered with other elements. For this reason an 'exclusion zone' has been defined of half the height of the actual letter size around the text, and no other items except the wording 'IFOAM accredited' may appear in that zone.
8. The IFOAM seal shall not be framed or boxed.

Design

1. The IOAS provides the basic design of the IFOAM Seal to the Certification Body.
2. The Certification Body shall develop rules how the IFOAM Seal is used with its logo.
3. The Certification Body should present this design (the Certification Body together with the IFOAM Seal) to the IOAS.
4. It is the responsibility of the IOAS to achieve consistency in the way the IFOAM seal is represented with the Certifier's logo. To this end the IOAS permit the IFOAM Seal to be used either beneath the logo of the Certification Body OR to the right. No other options are permitted. In both cases, the width of the IFOAM logo should not exceed the width of the Certification Body logo. When placed to the right of the Certification Body's logo, the IFOAM Seal should not be so distant as to appear as a separate logo.
5. After approval of the IOAS, the Certifier's logo with the IFOAM Seal is annexed to the accreditation contract as Annex 2.

End